

TOTAL U.S.
 FIGURE DATA FOR FUEL OIL ENGINES 05/01/1973

FUEL OIL ENGINES

IRIS DATE: 04/06/73

STORES CALLED ON AT LEAST ONCE

OWNERSHIP	TRADECLASS	TOTAL STORES	TOTAL CPM VOLUME	% OF IT BY CPM	% VOLUME COVERED	% OF STORES	% OF TOTAL STR	ACCEPTANCE RATE	% DIST ALL 2 PACKINGS	% ALL 2 PACKINGS VOLUME
CHAIN	GEN RMKT	13,574	3,779,145	52.0	37.7	5,501	29.2	24.0	22.0	23.7
	GEN	1,174	31,110	36.0	37.9	1,174	37.9	66.0	46.0	66.5
	CONV	50,264	2,177,212	41.7	38.7	1,174	21.4	45.9	41.9	44.7
	IND. SERV	1,174	2,174	38.7	38.7	1,174	23.4	28.3	28.3	26.5
	DRUGS	14,213	2,177,212	38.7	38.7	1,174	18.1	34.8	33.2	32.6
	GEN. C	7,179	2,177,212	38.7	38.7	1,174	24.8	50.0	43.2	48.6
	RETAIL-DR	1,174	2,174	38.7	38.7	1,174	11.4	1.2	1.2	2.2
	NEW	1,174	2,174	38.7	38.7	1,174	21.4	7.9	8.1	49.1
	GEN. C	1,174	2,174	38.7	38.7	1,174	15.4	28.6	16.5	37.7
	GEN. C	1,174	2,174	38.7	38.7	1,174	18.8	28.8	29.5	38.5
	WHOLESALE	1,174	2,174	38.7	38.7	1,174	29.7	50.9	45.7	48.2
	IND. RES	1,174	2,174	38.7	38.7	1,174	30.1	50.0	53.4	52.9
	GEN. C	2,090	2,174	38.7	38.7	1,174	17.6	39.1	33.1	32.7
	STLR	5,574	1,177,212	38.7	44.9	1,174	18.8	38.6	34.9	44.9
*TOTAL OWNER CHAIN		108,617	23,177,212	38.7	37.7	24,001	22.1	39.2	36.2	37.7
INDEP	GEN RMKT	9,712	2,177,212	38.7	36.7	2,174	27.6	35.8	33.7	36.7
	GEN	7,174	2,174	38.7	32.5	1,174	33.6	37.8	35.7	52.5
	CONV	48,001	2,177,212	41.7	36.0	1,174	23.7	44.9	42.7	46.0
	IND. SERV	20,179	2,174	38.7	37.9	1,174	21.3	34.3	33.6	37.8
	DRUGS	3,009	2,174	38.7	38.2	1,174	21.3	30.7	31.6	38.2
	GEN. C	431	2,174	38.7	50.0	1,174	21.9	40.4	39.5	50.0
	RETAIL-DR	1,174	2,174	38.7	10.1	1,174	14.9	4.7	5.2	10.1
	NEW	1,174	2,174	38.7	21.8	1,174	21.4	18.9	18.6	21.8
	GEN. C	1,174	2,174	38.7	23.9	1,174	21.9	20.4	19.5	23.0
	GEN. C	1,174	2,174	38.7	45.0	1,174	21.2	40.6	39.0	45.0
	WHOLESALE	1,174	2,174	38.7	84.5	1,174	11.0	44.4	50.0	84.5
	IND. RES	1,174	2,174	38.7	11.0	1,174	42.3	67.0	64.8	71.0
	GEN. C	1,174	2,174	38.7	36.1	1,174	21.3	32.7	32.3	34.1
	STLR	1,174	2,174	38.7	39.6	1,174	24.3	32.1	28.3	39.6
*TOTAL OWNER INDEP		101,547	21,177,212	38.7	36.1	18,001	23.3	39.3	37.3	43.1
TOTAL		211,164	44,354,424	38.7	36.9	42,002	22.7	39.2	36.8	39.9

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SECTION	TOTAL	STONES	CPU VOLUME	TOTAL	% DIST A	% OF	NO	NO	NO	NO	NO	% DIST	ALL 2	PACKINGS	VOLUME
	11	12,085	2,111,108	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8
	12	6,469	1,111,111	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8
	13	17,074	1,111,111	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8
	14	1,408	1,111,111	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8	40.8
*TOTAL 1	43,076	8,401,100	8,401,100	28.4	28.4	28.4	28.4	28.4	28.4	28.4	28.4	28.4	28.4	28.4	28.4
	21	10,449	2,111,111	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3	33.3
	22	11,299	1,111,111	17.2	17.2	17.2	17.2	17.2	17.2	17.2	17.2	17.2	17.2	17.2	17.2
	23	13,077	2,111,111	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2
	24	7,111	1,111,111	45.1	45.1	45.1	45.1	45.1	45.1	45.1	45.1	45.1	45.1	45.1	45.1
	25	9,211	2,111,111	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5
*TOTAL 2	51,952	10,641,105	10,641,105	32.9	32.9	32.9	32.9	32.9	32.9	32.9	32.9	32.9	32.9	32.9	32.9
	31	7,111	1,111,111	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0	33.0
	32	1,111	1,111,111	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2
	33	1,111	1,111,111	39.3	39.3	39.3	39.3	39.3	39.3	39.3	39.3	39.3	39.3	39.3	39.3
	34	5,111	1,111,111	47.2	47.2	47.2	47.2	47.2	47.2	47.2	47.2	47.2	47.2	47.2	47.2
	35	7,421	1,111,111	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1	37.1
	36	8,777	2,111,111	45.8	45.8	45.8	45.8	45.8	45.8	45.8	45.8	45.8	45.8	45.8	45.8
*TOTAL 3	42,337	8,583,790	8,583,790	43.1	43.1	43.1	43.1	43.1	43.1	43.1	43.1	43.1	43.1	43.1	43.1
	41	11,111	2,111,111	32.1	32.1	32.1	32.1	32.1	32.1	32.1	32.1	32.1	32.1	32.1	32.1
	42	1,111	1,111,111	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.1	40.1
	43	1,111	1,111,111	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2	40.2
	44	1,111	1,111,111	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2	41.2
	45	7,777	1,111,111	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9
*TOTAL 4	44,202	10,333,490	10,333,490	38.8	38.8	38.8	38.8	38.8	38.8	38.8	38.8	38.8	38.8	38.8	38.8
	46	1,111	1,111,111	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9
	47	1,111	1,111,111	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9
	48	1,111	1,111,111	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9
	49	1,111	1,111,111	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9
	50	1,111	1,111,111	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9	41.9

ON BEHALF OF THE UNITED STATES

THIS FILE
 PROJECT DATA FOR FAY-DEB-2 (10/1/79)
 10/1/79 14:00:00

YDT001
 PROFILE DATA FOR FORD DEP 100-0-27074193
 FORD DEP (MP011700) 00-04-01-04735093

SECTION	TOTAL STORES	TOTAL CPIV VOLUME	% DIST/ PLY PAV	TOTAL % COVERAGE	STORES CALLED ON AT LEAST ONCE			% DIST ALL 2 PACKINGS	% ALL 2 PACKINGS VOLUME
					% OF STORES	% OF TOTAL STR	ACCEPTANCE RATS		
51	7,442	1,933,611	40.8	42.8	1,667	22.4	46.7	42.8	42.9
52	7,761	1,775,110	39.0	43.1	1,716	27.7	43.0	41.0	45.1
53	1,967	577,211	11.4	11.2	2,100	33.5	60.3	58.4	65.2
54	12,351	2,701,125	56.0	49.1	2,469	21.5	33.7	32.0	42.1
*TOTAL 5	35,578	8,107,140	42.6	40.8	8,362	33.4	45.1	42.6	47.9
TOTAL	247,152	45,413,545	36.8	39.9	45,340	32.7	39.2	36.8	39.9

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